

WROV

RADIOPULSE, APRIL, 1963

ROANOKE METROPOLITAN AREA

"Where Talent Makes
The Difference"

Total Audience Rating, In-Home and Out-of-Home, Monday to Friday

Time	Station "B"	Station "D"	Station "Y"	Station "R"	WROV	Station "S"	Misc.	Total Per Cent	H. U. R.
4 A. M. to 12 Noon	9	25	4	3	47	6	6	100	27.6
12 Noon to 4 P. M.	7	10	8	3	59	7	6	100	19.6
4 P. M. to 12 Mid.	X	34	1*	X	57	3	5	100	5.9

Radio Pulse Audience Composition

		Station "B"	Station "D"	Station "Y"	WROV	Station "S"	
6 A. M. TO 9 A. M.	Average ¼ Hour Rating	2.8	8.3	.9	12.2	2.7	
	NUMBER OF LISTENERS	MEN	490	2250	260	2300	820
		WOMEN	910	2870	320	4170	900
		TEEN	250	40	150	2140	20
		CHILDREN	0	40	0	320	20
Total No. of Listeners	1650	5200	730	8930	1760		
9 A. M. TO 12 Noon	Average ¼ Hour Rating	2.2	5.6	1.4	13.8	.5	
	NUMBER OF LISTENERS	MEN	350	1050	30	1990	30
		WOMEN	670	1790	580	4350	210
		TEEN	130	0	30	600	0
		CHILDREN	0	20	30	420	0
Total No. of Listeners	1150	2860	670	7360	240		
12 Noon TO 3 P. M.	Average ¼ Hour Rating	.3	1.9	1.4	10.9	1.3	
	NUMBER OF LISTENERS	MEN	150	380	20	1810	60
		WOMEN	90	520	590	2670	570
		TEEN	0	0	0	620	0
		CHILDREN	0	0	30	100	0
Total No. of Listeners	240	900	640	5200	630		
3 P. M. TO 6 P. M.	Average ¼ Hour Rating	2.5	1.9	1.8	12.4	1.3	
	NUMBER OF LISTENERS	MEN	270	240	30	1960	140
		WOMEN	690	750	650	3150	430
		TEEN	120	30	110	1900	60
		CHILDREN	180	0	30	430	60
Total No. of Listeners	1260	1020	820	7440	690		
6 P. M. TO 9 P. M.	Average ¼ Hour Rating		3.0	.2*	5.0	.3	
	NUMBER OF LISTENERS	MEN		570	90	610	0
		WOMEN		1220	90	1990	130
		TEEN		80	0	570	0
		CHILDREN		40	0	550	0
Total No. of Listeners		1910	180	3720	130		
9 P. M. TO 12 Mid.	Average ¼ Hour Rating		1.1		1.9	.1	
	NUMBER OF LISTENERS	MEN		180		90	0
		WOMEN		330		170	40
		TEEN		0		530	0
		CHILDREN		70		150	0
Total No. of Listeners		580		940	40		

* Does not broadcast for complete period and rating is not adjusted for this situation.